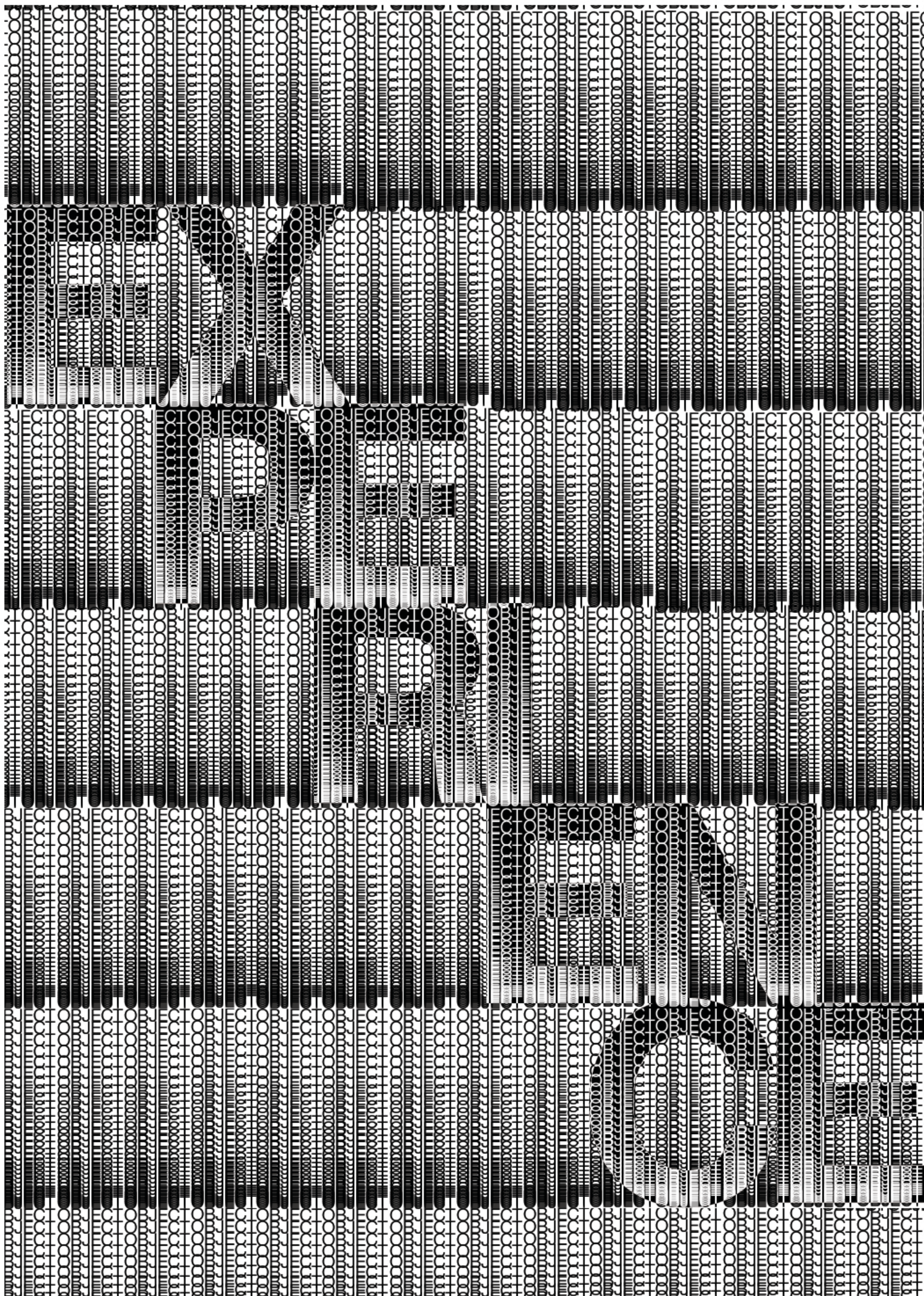




Once what you were making was an object.

Now it is more often an experience